

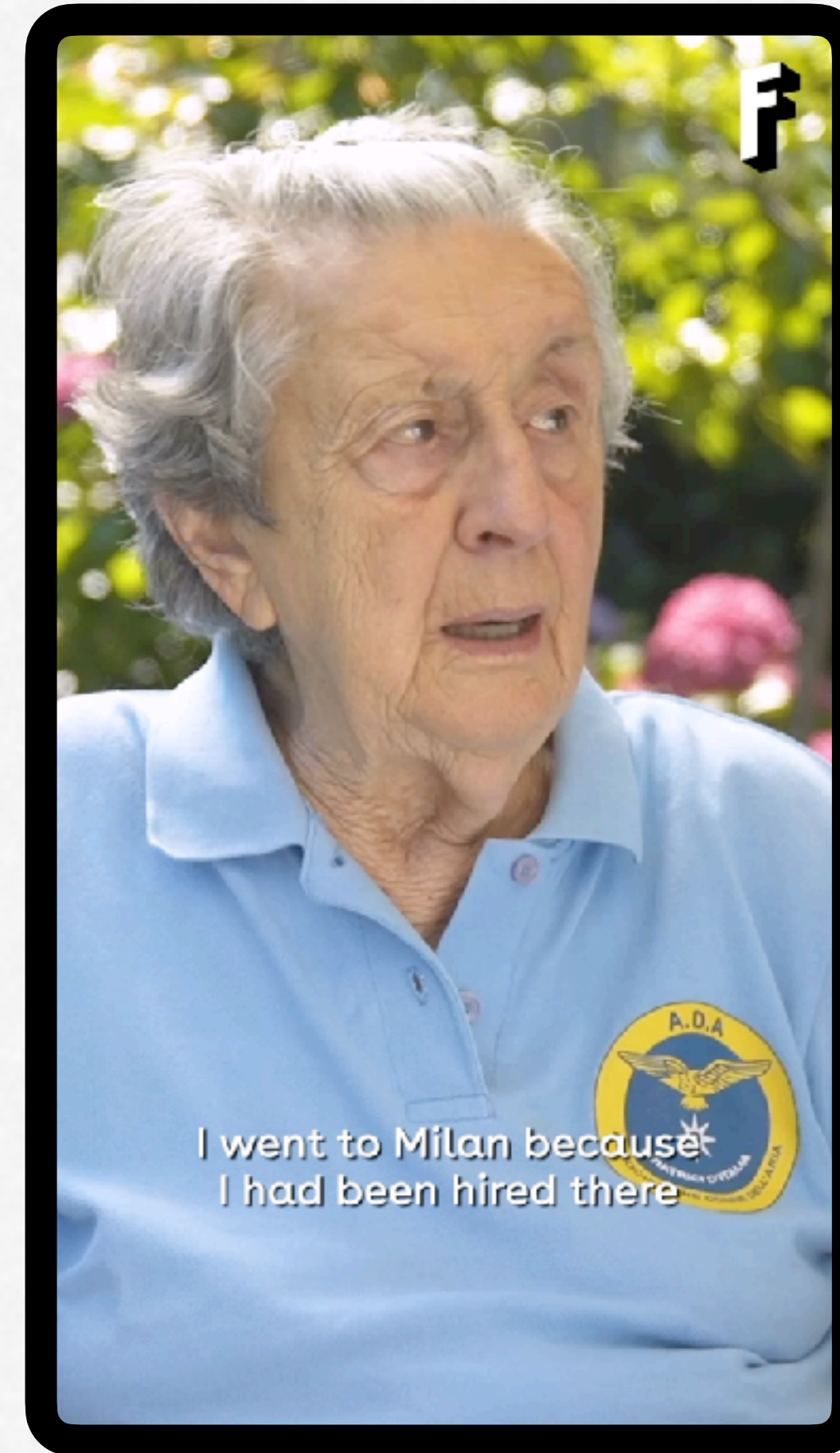
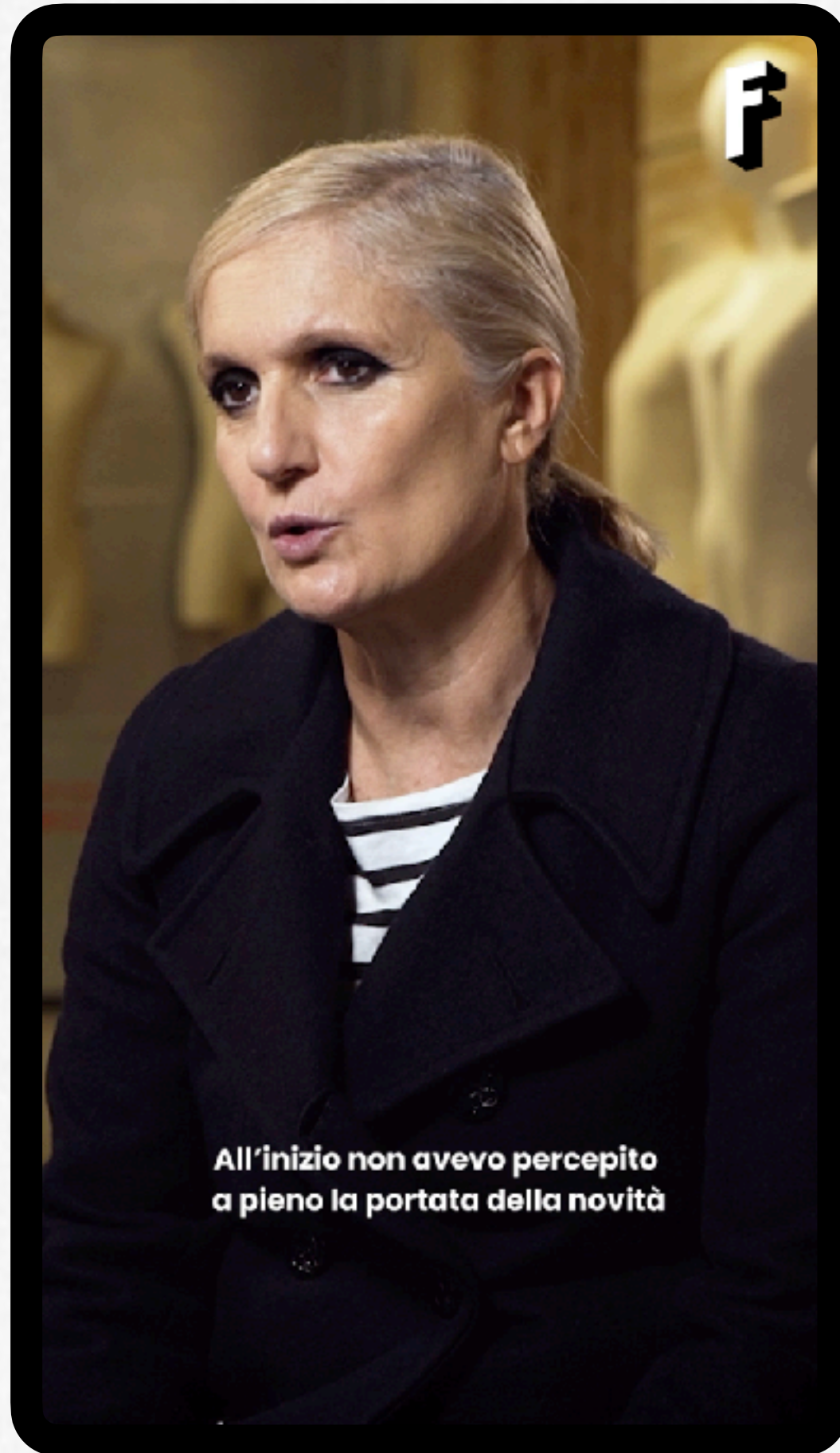


FREEDA

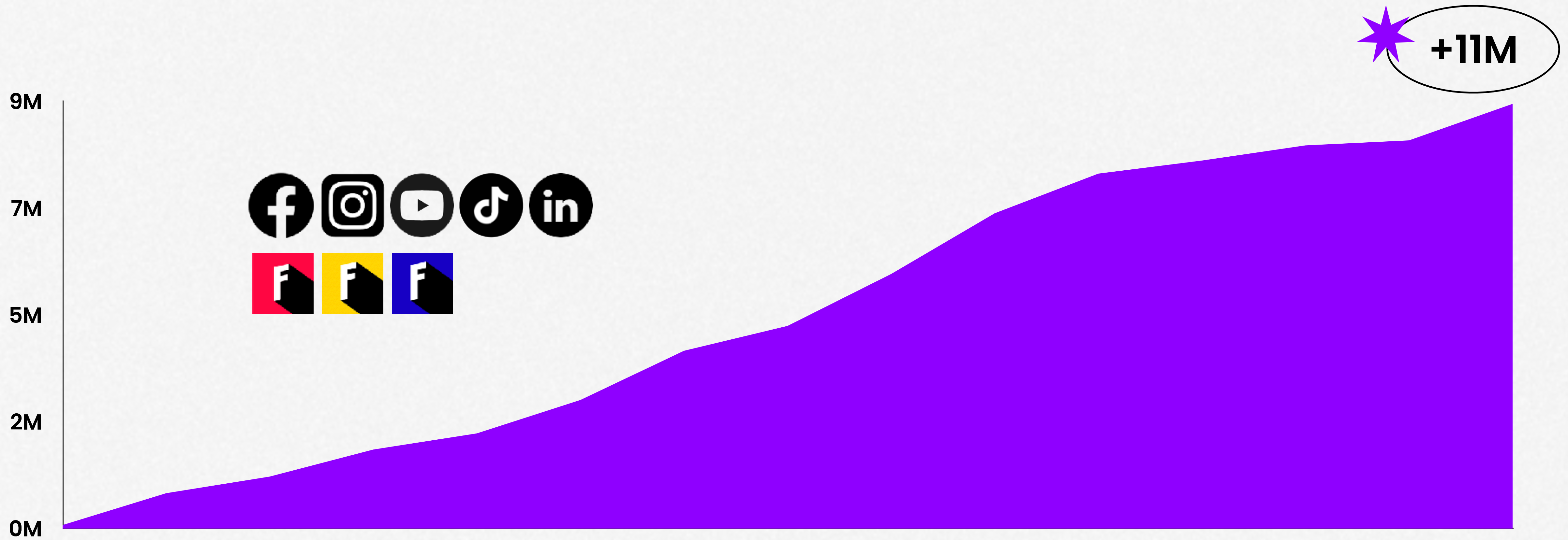
FREEDA BECAME THE MOST REPRESENTATIVE MEDIA BRAND FOR ENTIRE GENERATIONS OF WOMEN & HUMANS.

Our mission is to spread real stories to inspire positive change and impact society at large.

AUTHENTICITY & REPRESENTATION



SOCIAL GROWTH – FREEDA



GLOBAL MONTHLY REACH OF +100M PEOPLE



MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION • MISSION



★ OUR MISSION IS TO HELP BRANDS BECOME MORE RELEVANT

LEVERAGING SOCIAL MEDIA PLATFORMS AS TOOLS

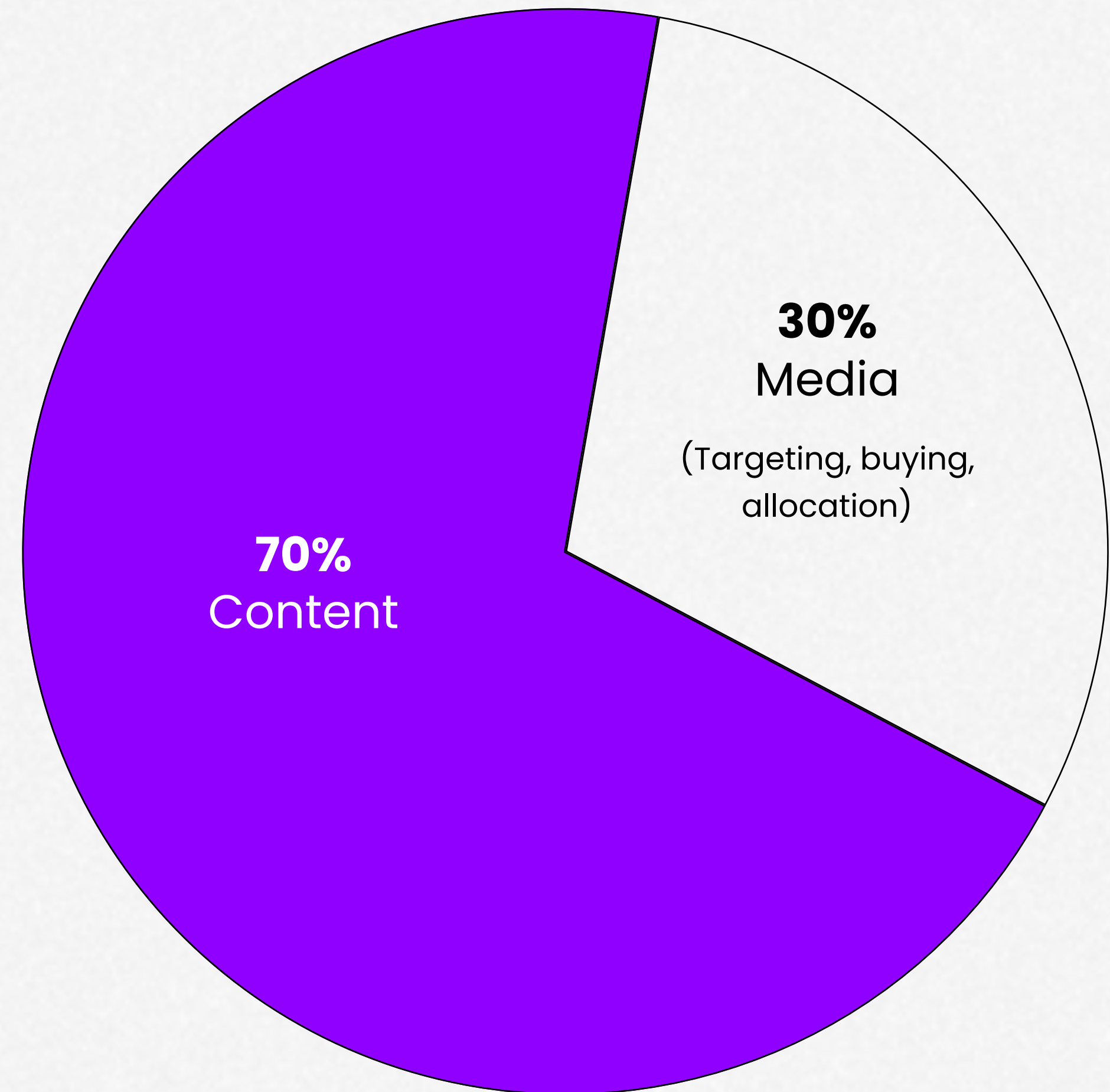
TO LISTEN, ENGAGE AND GROW THEIR BUSINESSES.

01

DATA INFORMED CREATIVITY

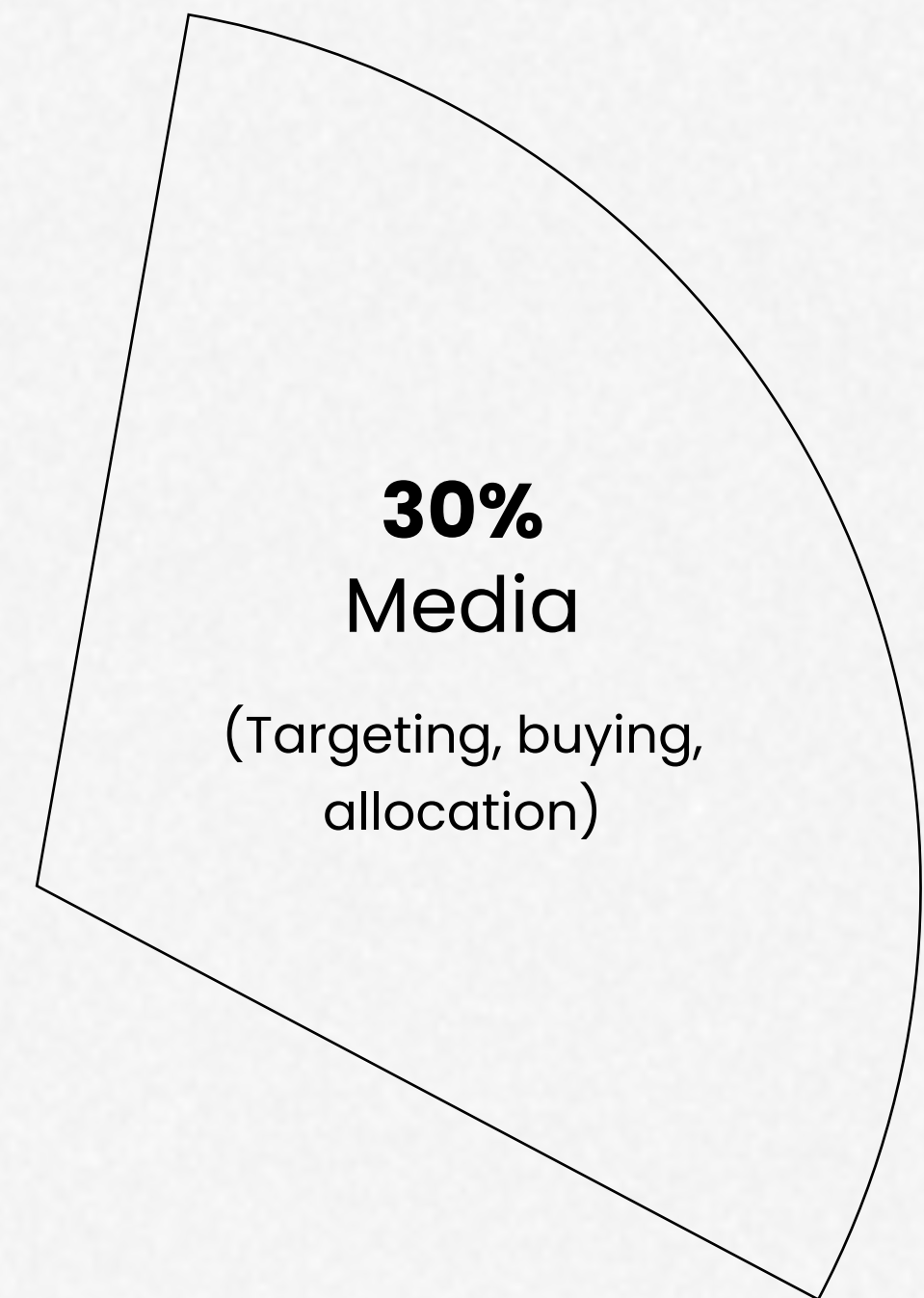
CHALLENGE

70% OF DIGITAL PERFORMANCE AND RESULTS ARE DRIVEN BY CONTENT & CREATIVITY.



CHALLENGE

BUT BRANDS FOCUS MOST OF THEIR ATTENTION ON **PAID MEDIA** BECAUSE IT IS **MEASURABLE** AND THEY KNOW HOW TO DO IT.



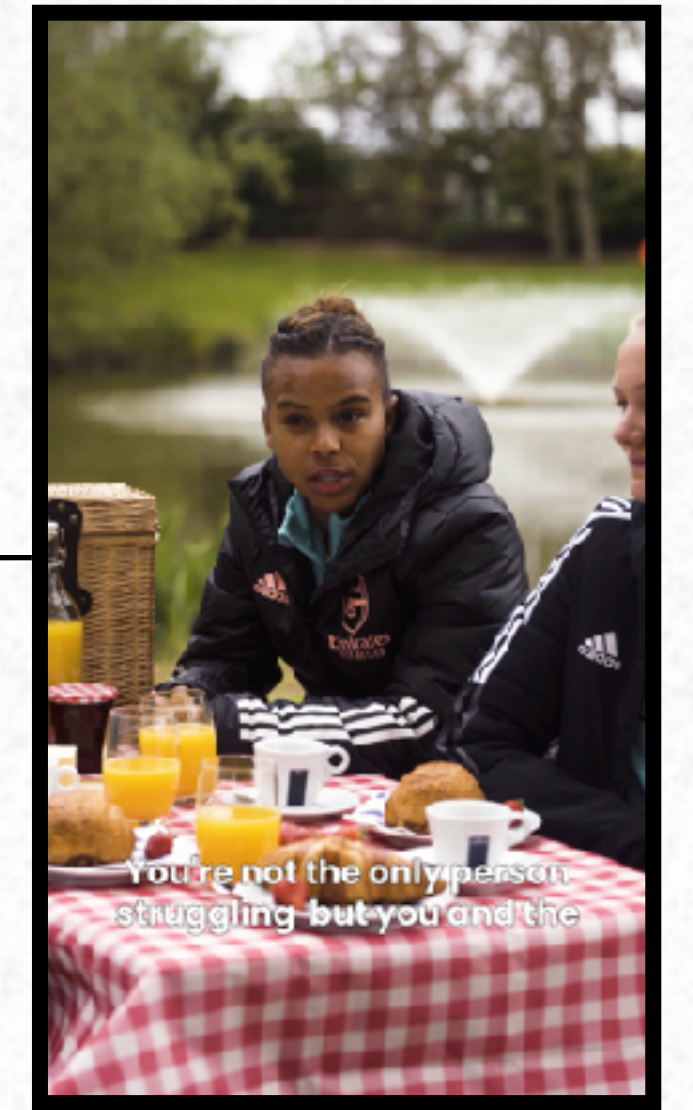
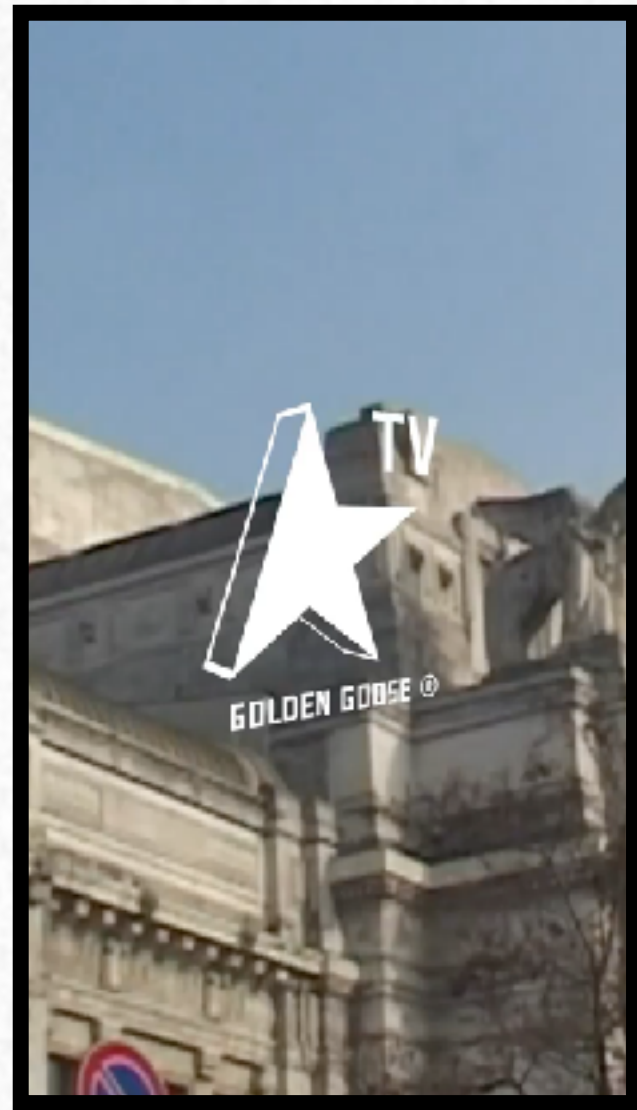
“

To make the content work on social platforms the only way is paying, organic reach doesn't exist ANYMORE.

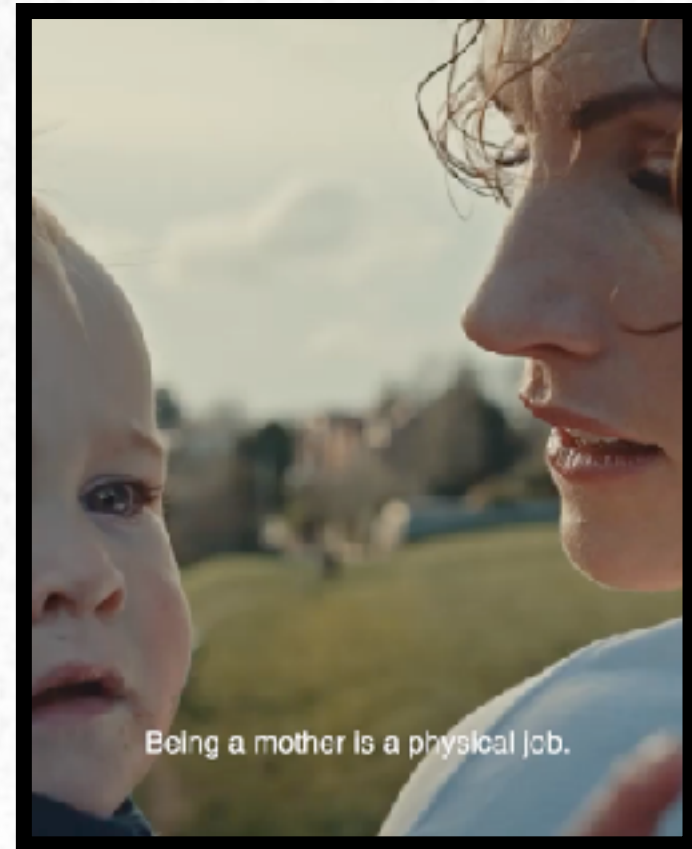
CMO GLOBAL BRAND.

FREEDA





FREEDA





Usage of colors

Face/Talent

Format

Time of posting



Topic

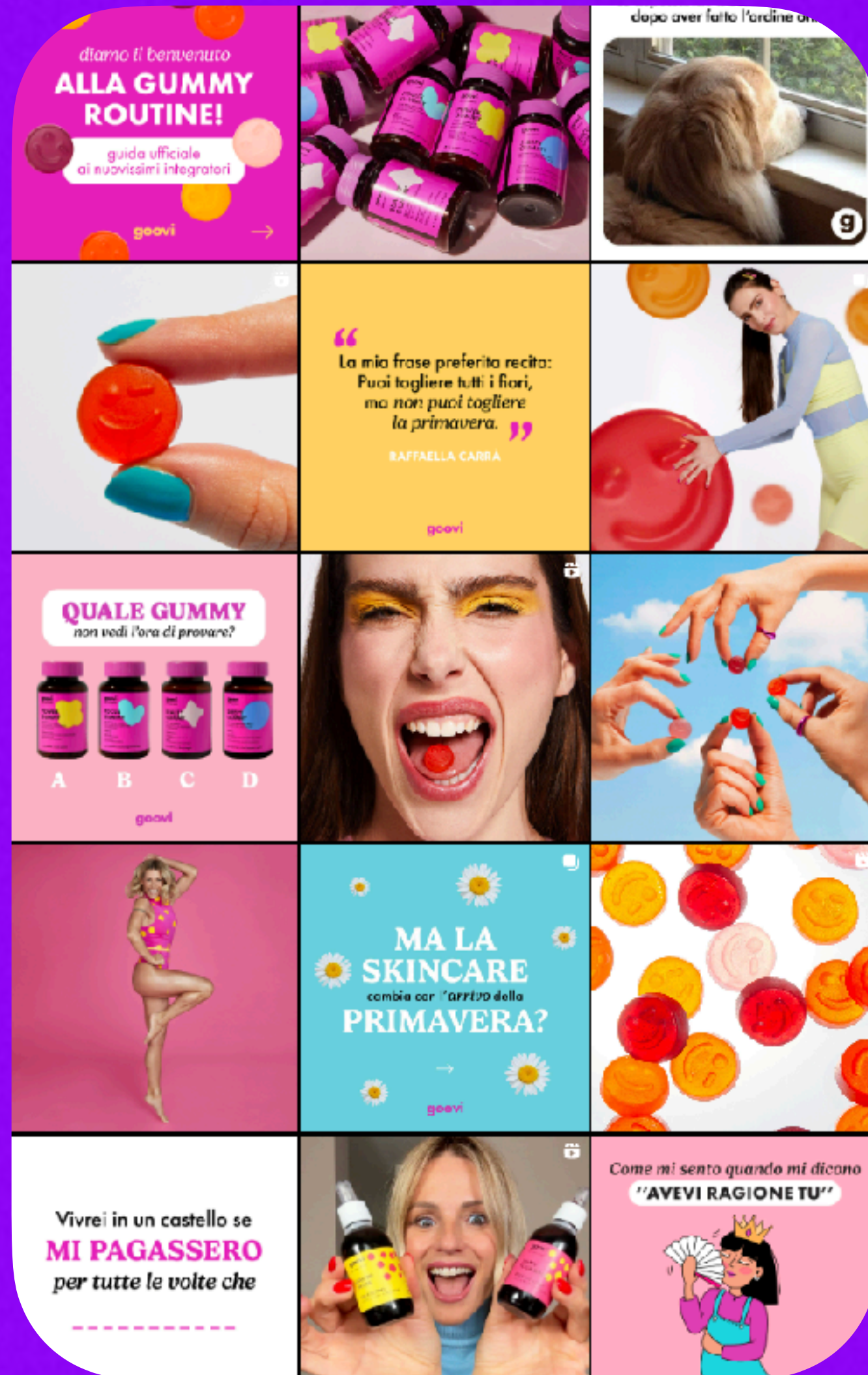
Branding

Interactions

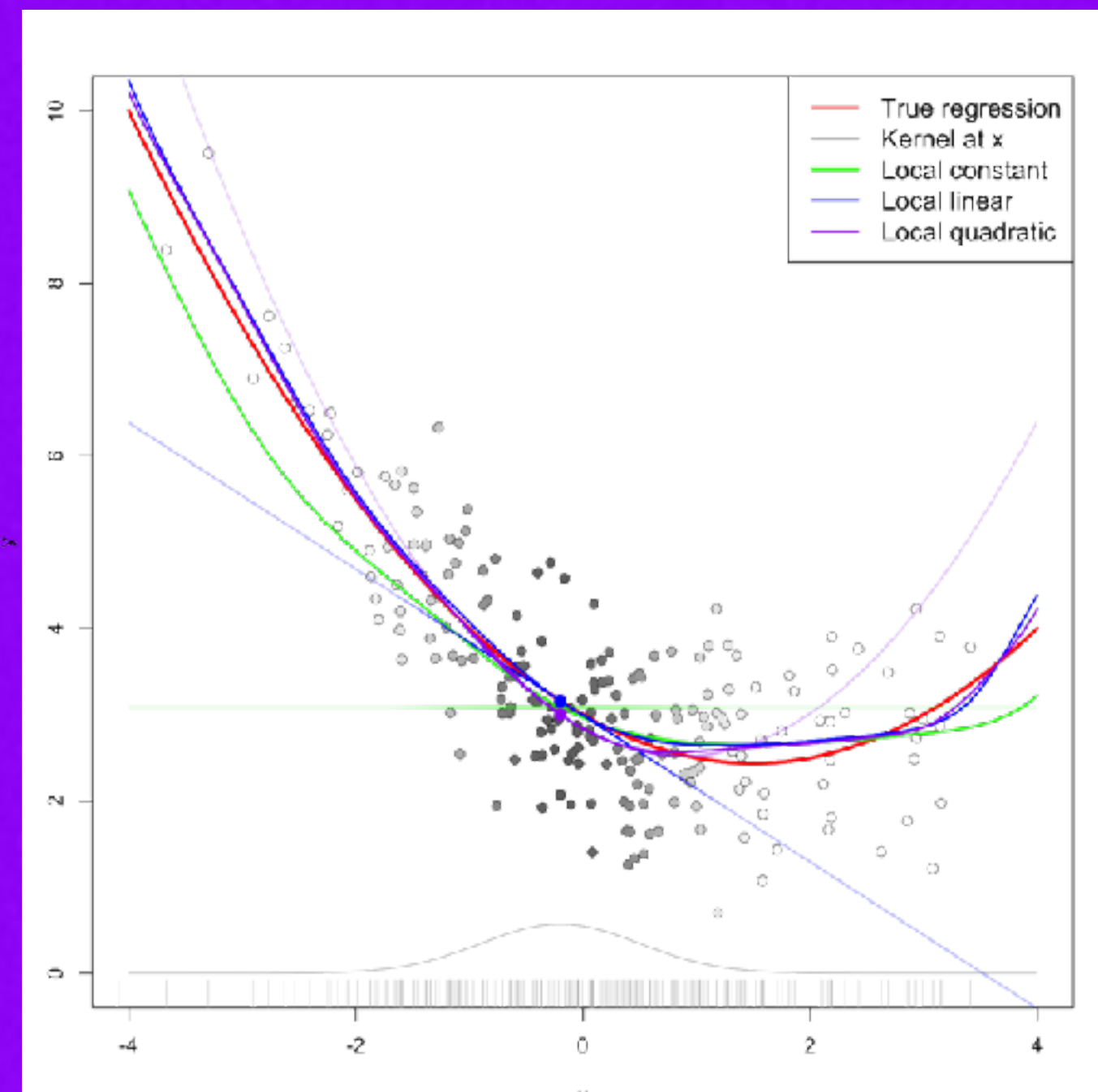
Views rate

Content lengths





SOCIAL API
150 data points every 15 minutes





Simplify graphic style.

Increase the publication frequency.

Improve brightness.

Edit eye contact with the talent.

Improve readership.



PRADA

goovi

good. easy. natural.



ORGANIC ACTIVITY OPTIMIZATION

BEFORE

L'ALFABETO secondo goovi:
A, B, C me Glow

goovi

AFTER

Ognuno di noi ha *tre tipi di mutande*:



Da tutti i giorni Quelle che non metti mai Mutandoni da ciclo

goovi

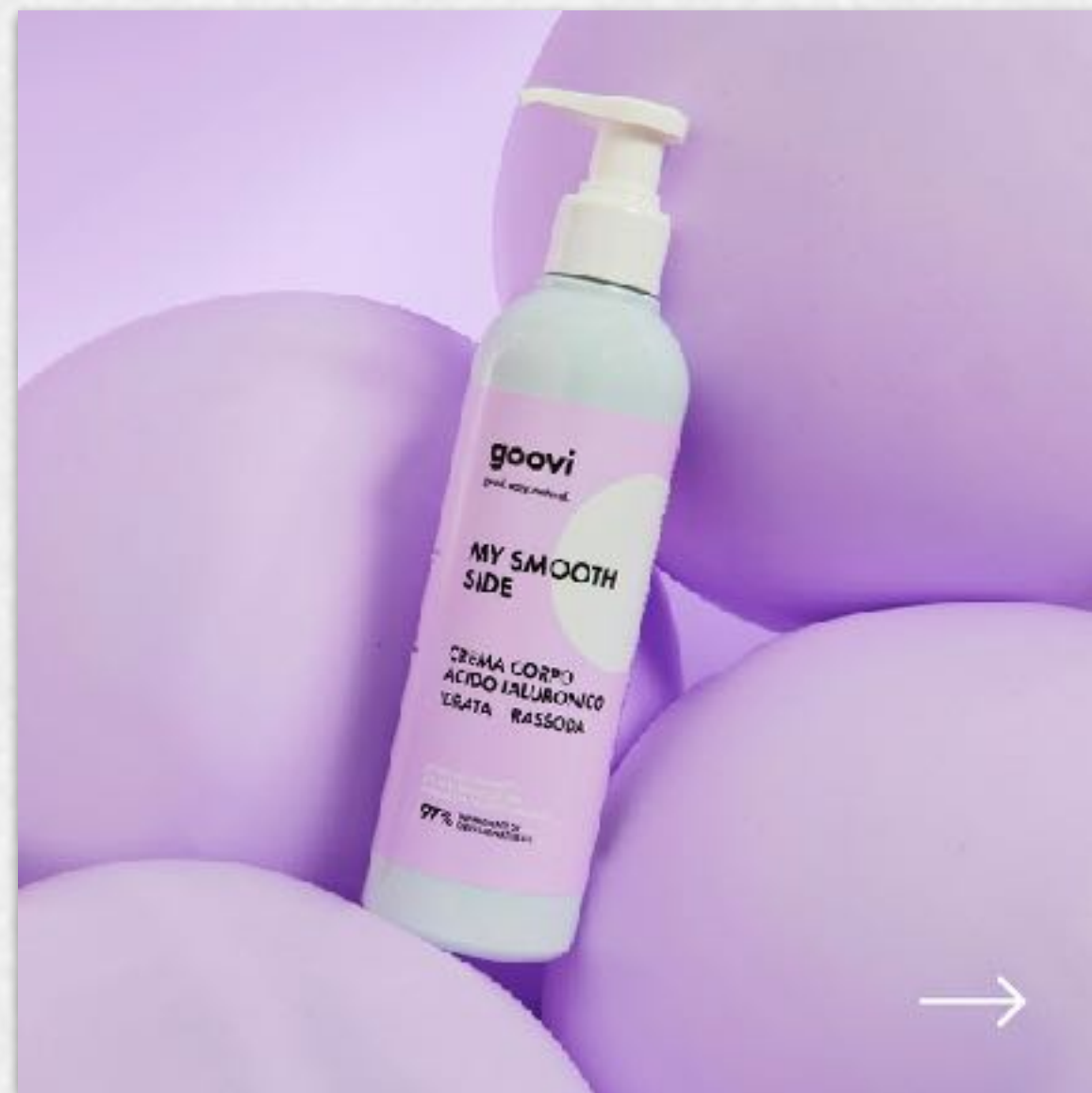
AVG NPR/FANS
↓
+3 pp

AVG INTERACTIONS
↓
+37,2%



ORGANIC ACTIVITY OPTIMIZATION

BEFORE



AFTER



AVG
NPR/FANS



+2,6 pp

AVG
INTERACTIONS



+83,2%

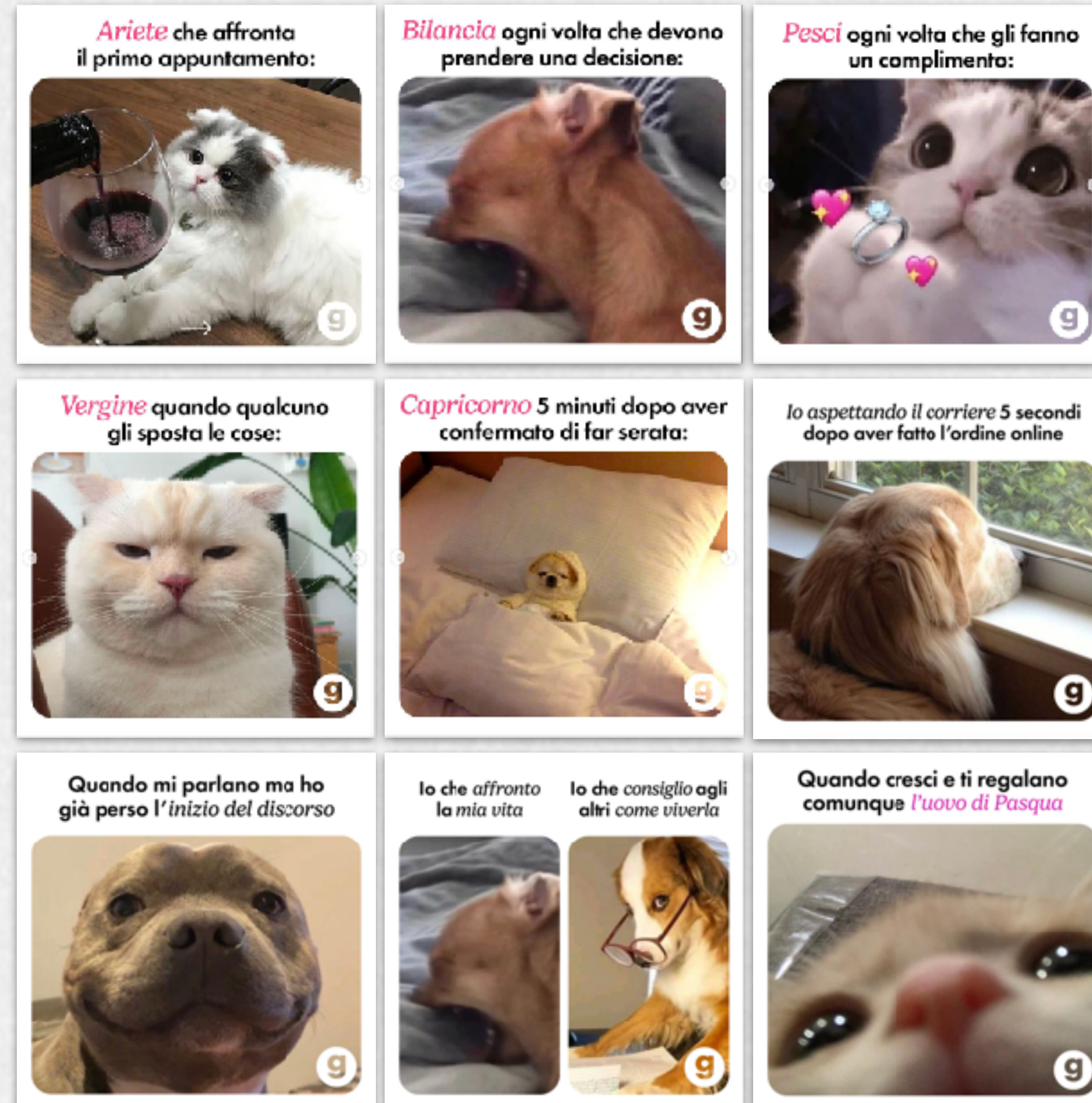


ORGANIC ACTIVITY OPTIMIZATION

BEFORE



AFTER



AVG
NPR/FANS



+37 pp

AVG
INTERACTIONS



+562,1%



PAID ACTIVITY OPTIMIZATION



ORGANIC PERFORMANCE
170K +162%



PAID PERFORMANCE
€0,003 CPR



178K TOTAL REACH



ORGANIC PERFORMANCE
41K -60%



PAID PERFORMANCE
€0,01 CPR



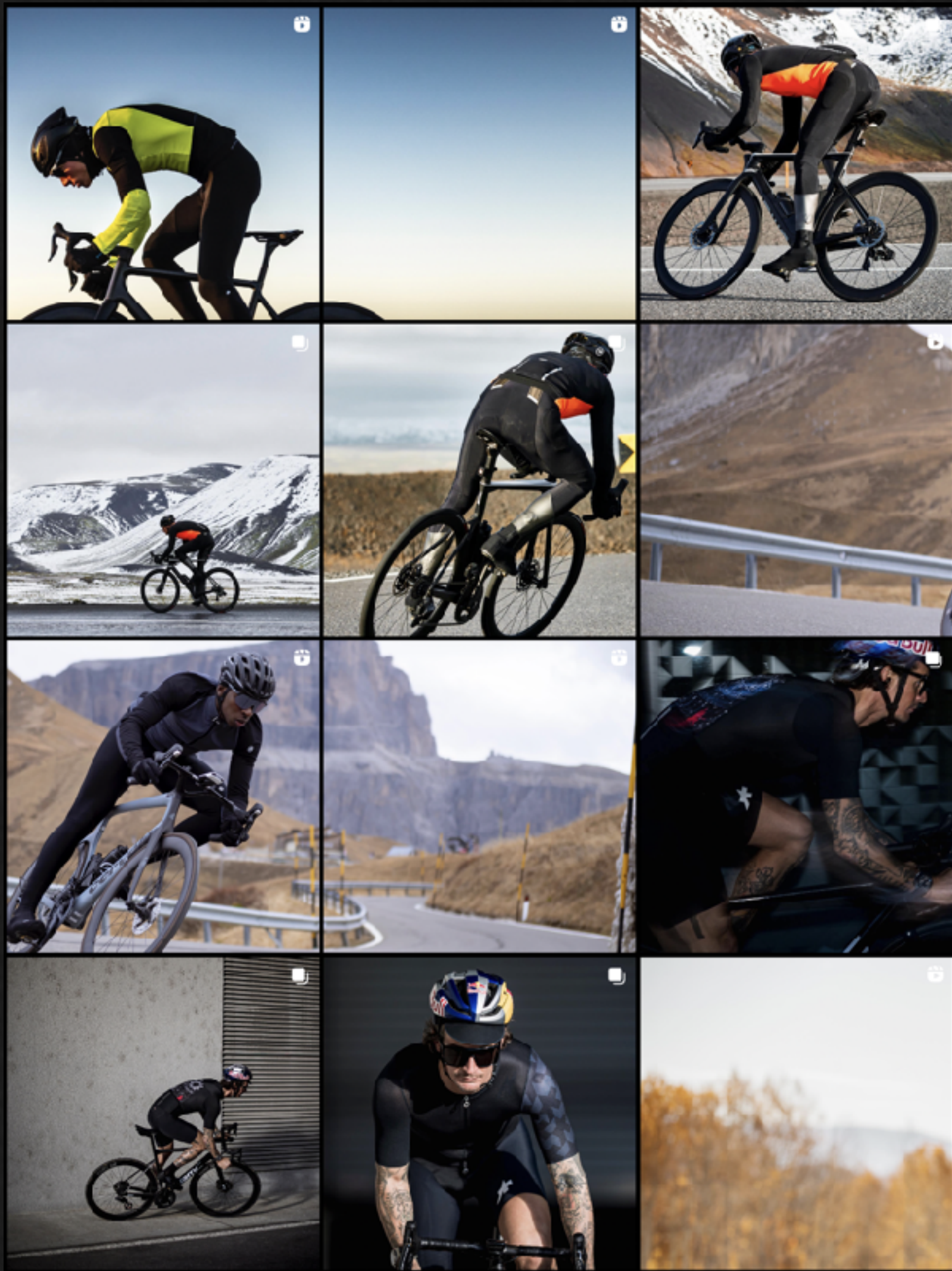
52K TOTAL REACH

FREEDA

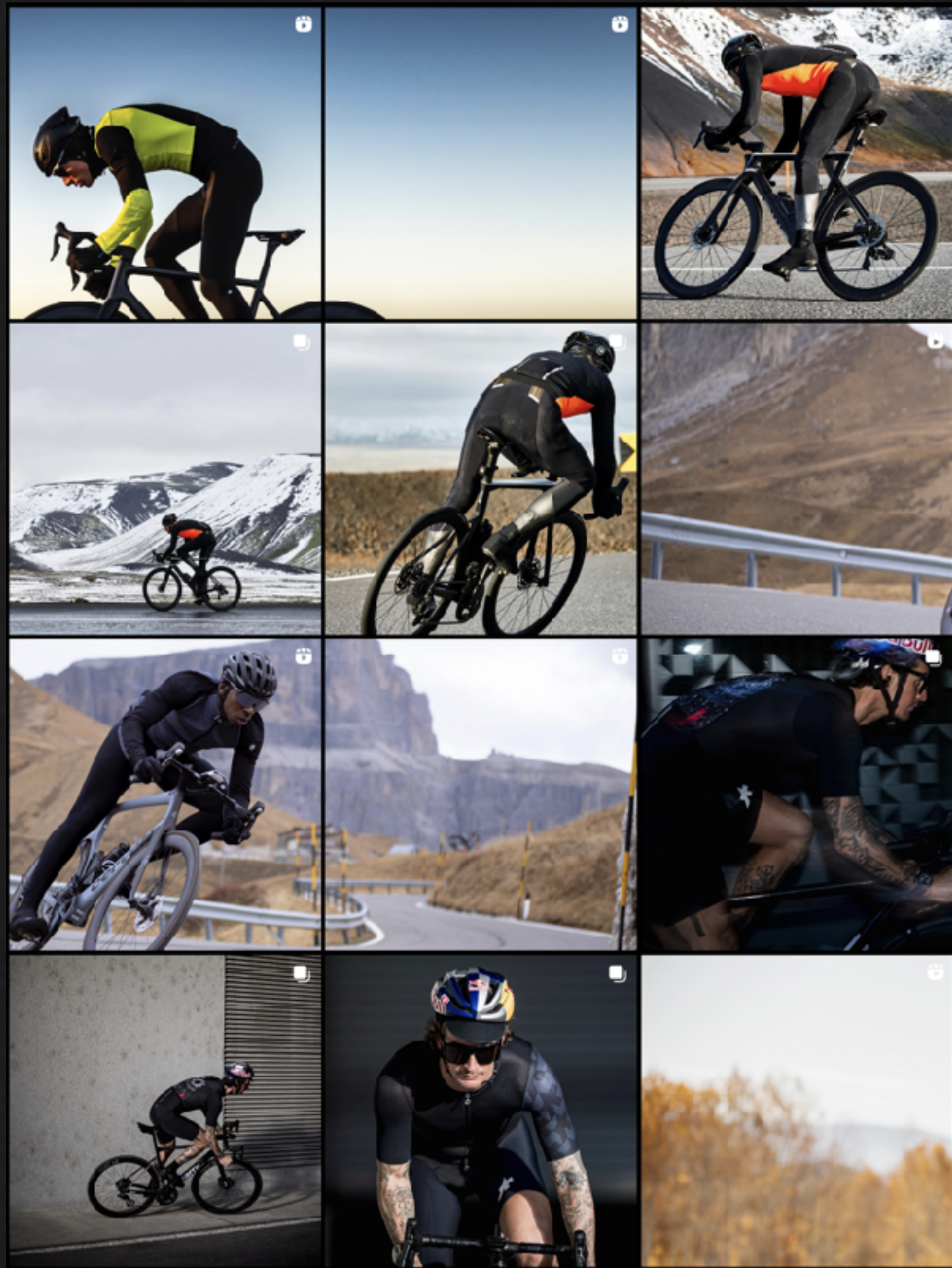
ASSOS[®]
O F S W I T Z E R L A N D

F

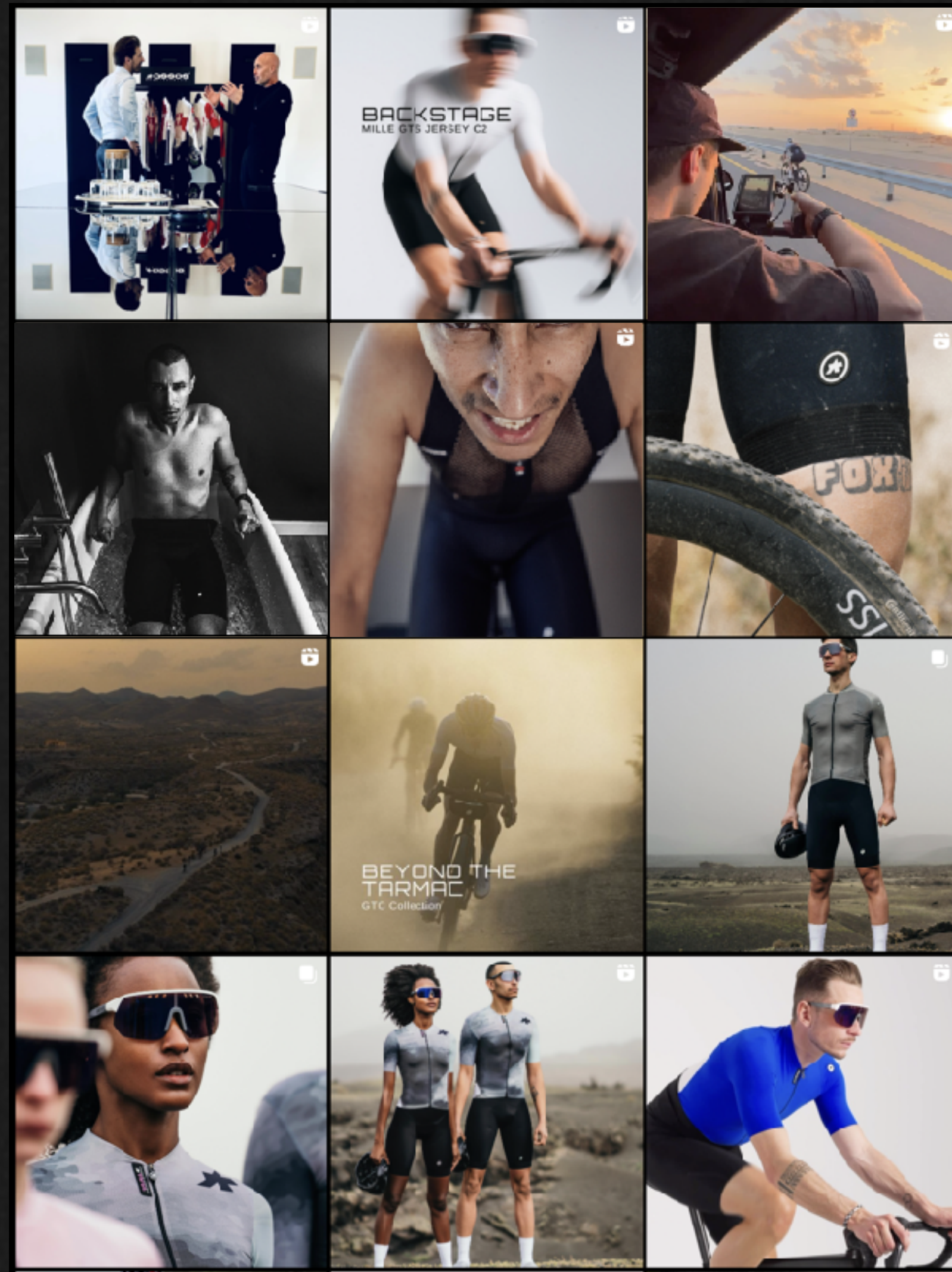
BEFORE



BEFORE



AFTER



The **implementation of our suggestions** resulted in an **increase of overall performance** and doubled **follower growth** on a monthly basis.

3x

AVG REACH

3x

NPR REACH

4x

AVG
INTERACTIONS

5,2%

ER

X2

FOLLOWER
GROWTH RATE

vs 4,8%

OF THE PREVIOUS
PERIOD

02

RELEVANCE & CULTURE

ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE •

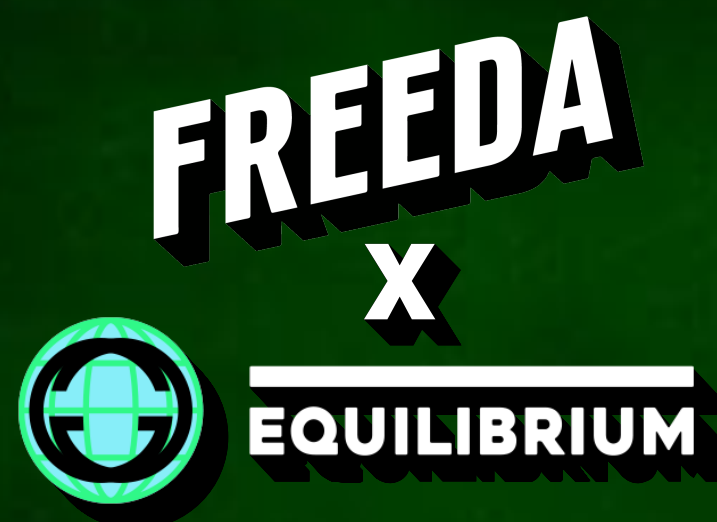


**WE HELP BRANDS DEVELOP
THEIR VOICE THROUGH A
COMBINATION OF
CREATIVITY & MEDIA**

**DEVELOPING AN ON GOING
DIALOGUE WITH COMMUNITIES.**



MORE THAN WORDS





INCLUSION: SINÉAD BURKE

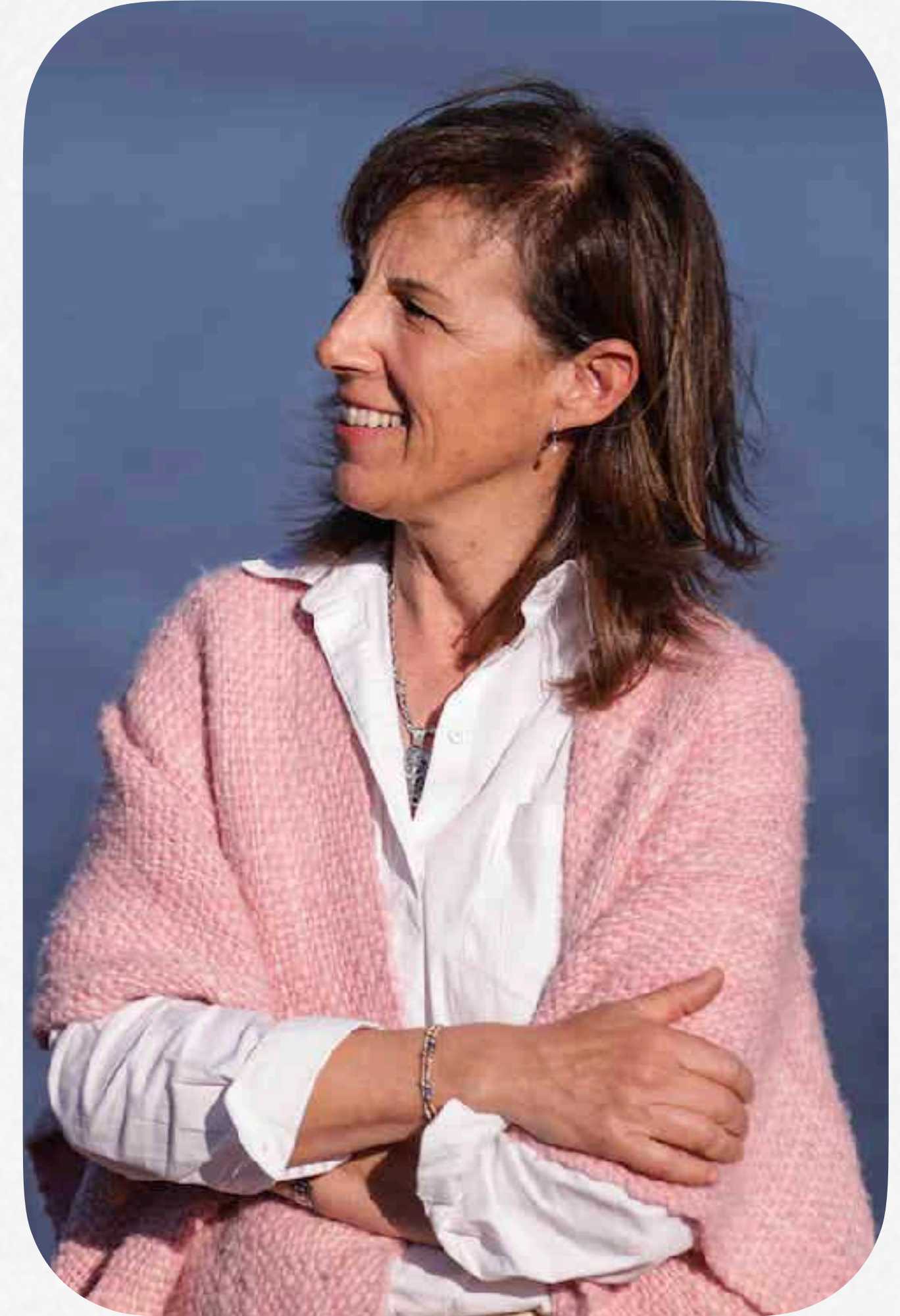
CEO OF TILTING THE LENS



GENDER EQUALITY: YASMEEN

HASSAN

GLOBAL EXECUTIVE DIRECTOR OF EQUALITY NOW



SUSTAINABILITY: GABRIELA

BORDABEHERE

MANAGER OF "LA SOLEDAD" FARM



CRAFTSMANSHIP: GUCCI ÉCOLE DE L'AMOUR
(TALENT TBD) @GUCCI ART LAB



CIRCULARITY: GUCCI-UP
(TALENT TBD)

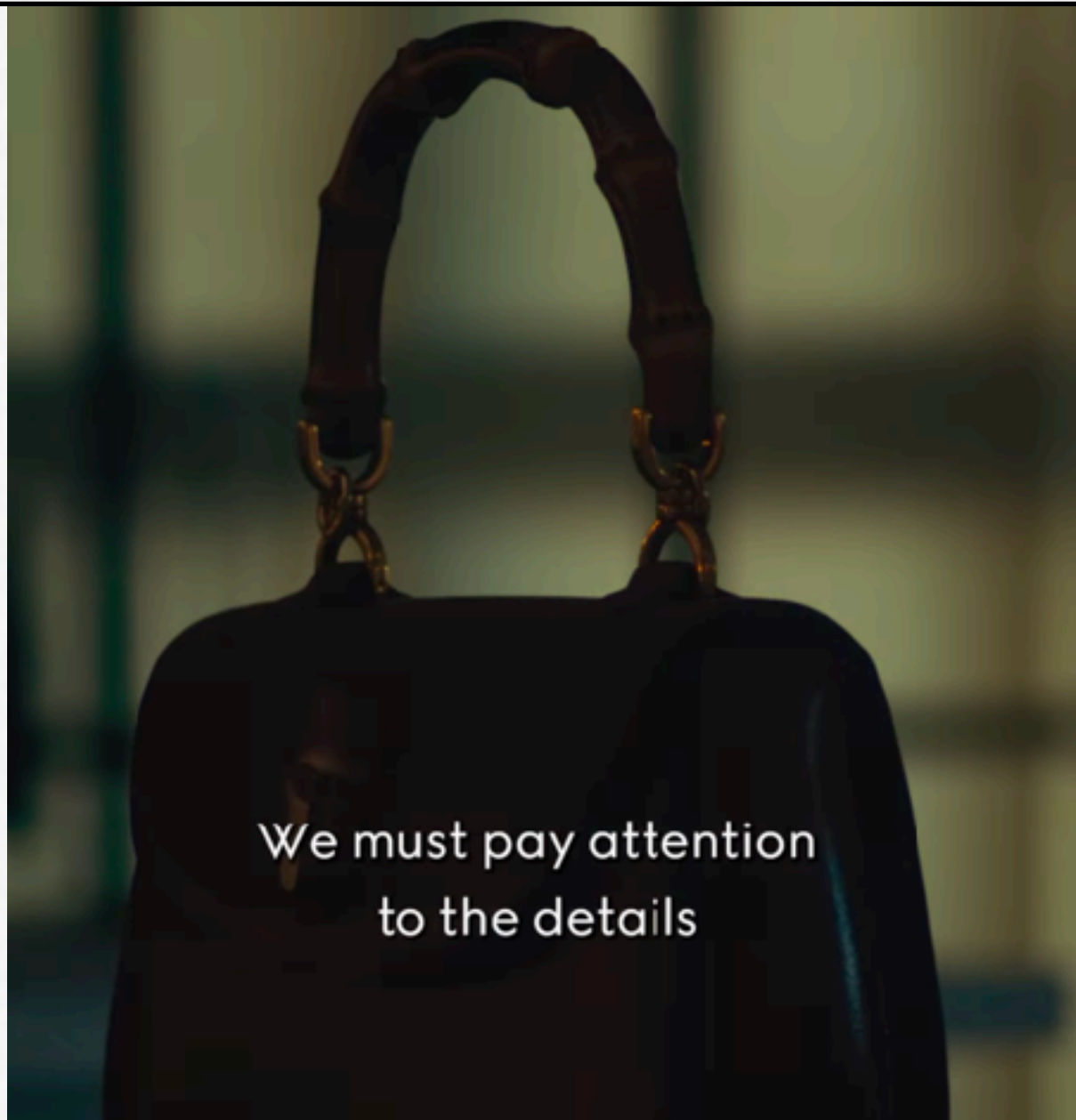


I'm Disabled because
I live in a world

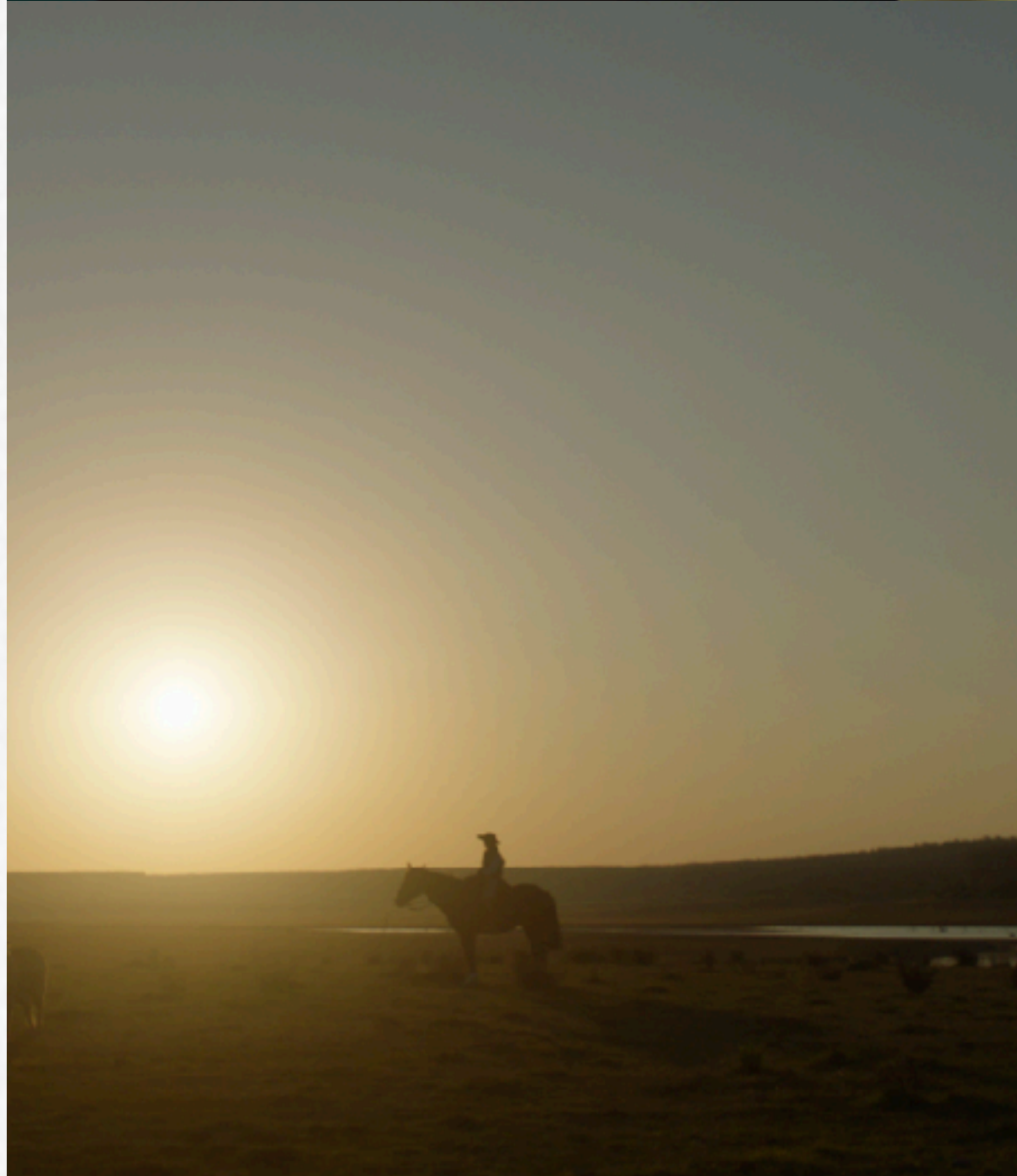


MORE THAN

WORDS



We must pay attention
to the details



We, who live that way,



REGALIA LIBERTY

F

KFC

EMPORIO  ARMANI

Parents talks



"Be yourself, not the version that you think others expect"



First of all, I transmit Italian culture to Skyler talking to her in Italian



GOLDEN GOOSE / ★



The box, let's see it.



I realized that I was not myself



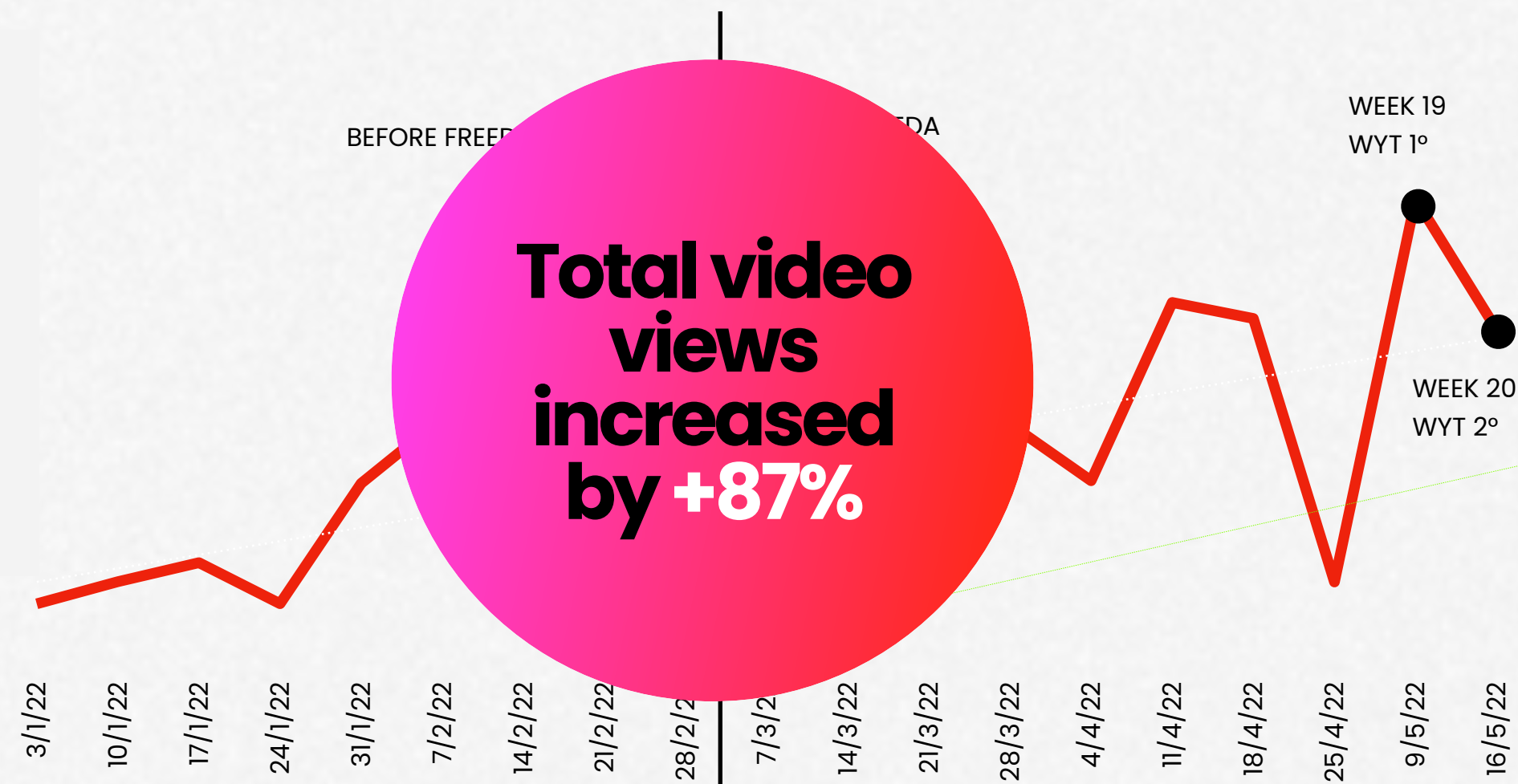
with whatever, I take you the same.



TOTAL VIDEO VIEWS

GRANULARITY [LIFETIME]
WEEKLY DATA

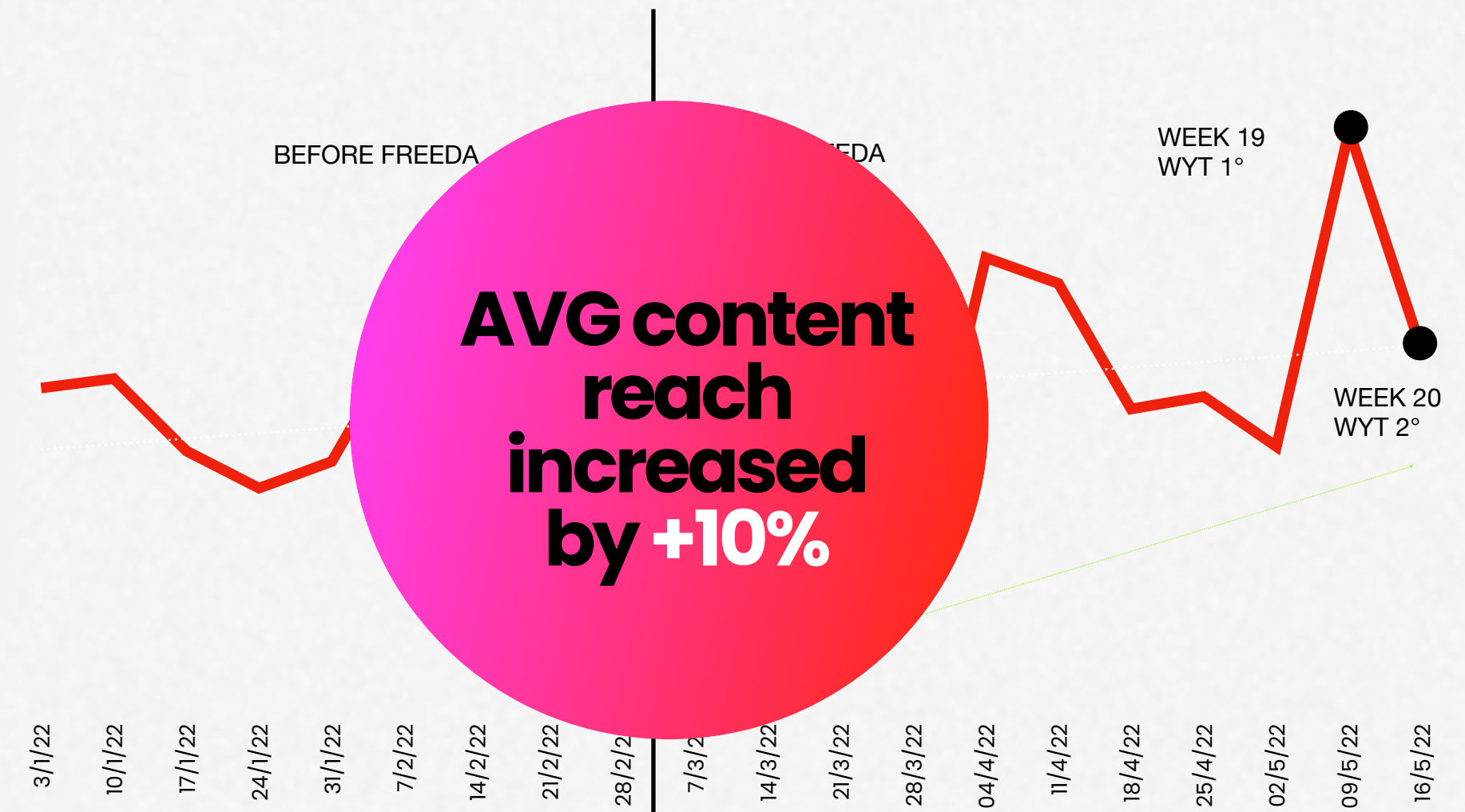
— TOTAL VIDEO VIEWS



AVG ORGANIC REACH

GRANULARITY [WEEK]
SINCE JAN-2022

— REACH PER POST



IMPROVING ENGAGEMENT, INTERACTIONS AND REACH

SPACESTAR

LAUNCHED ON DEC 14



VS

BALLSTARPRO

LAUNCHED ON MAR 23



RESULTS

+29%

AVG. ENGAGEMENT RATE

+75%

TOTAL INTERACTIONS

+82%

PEOPLE REACHED

CONVERSATIONS TURN INTO TRANSACTIONS

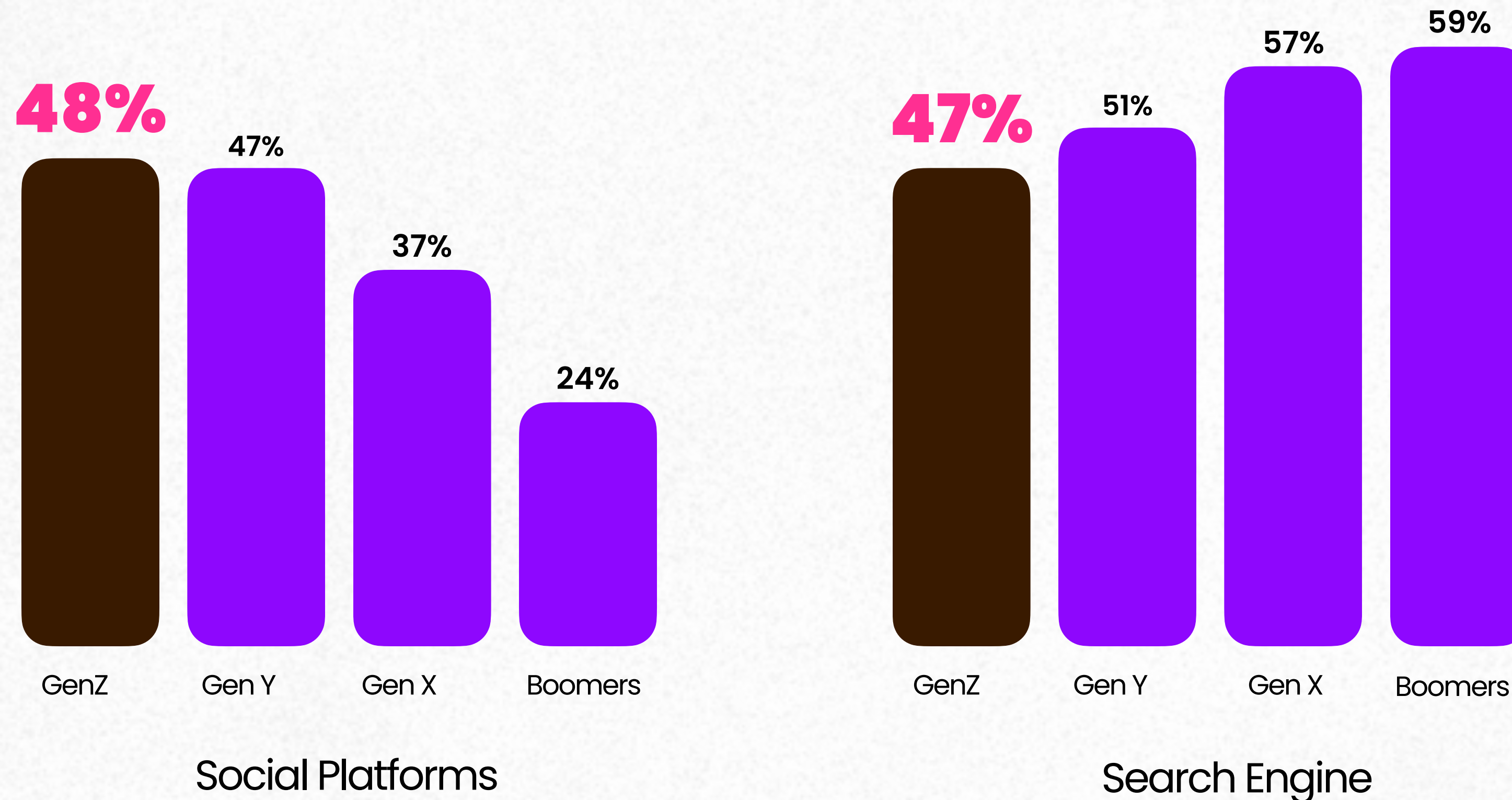
TRANSACT • TRANSACT • TRANSACT • TRANSACT • TRANSACT • TRANSACT • TRANSACT • TRANSACT • TRANSACT • TRANSACT • TR

**WE TRANSFORM
COMMUNITIES INTO
CUSTOMERS
LEVERAGING SOCIAL
COMMERCE.**



WITH A STRONG IMPACT ON BUSINESS

% usage of social to find info about brands or products vs search engine



goovi





**NATURAL COSMETICS
& SKIN CARE**

26 SKUS



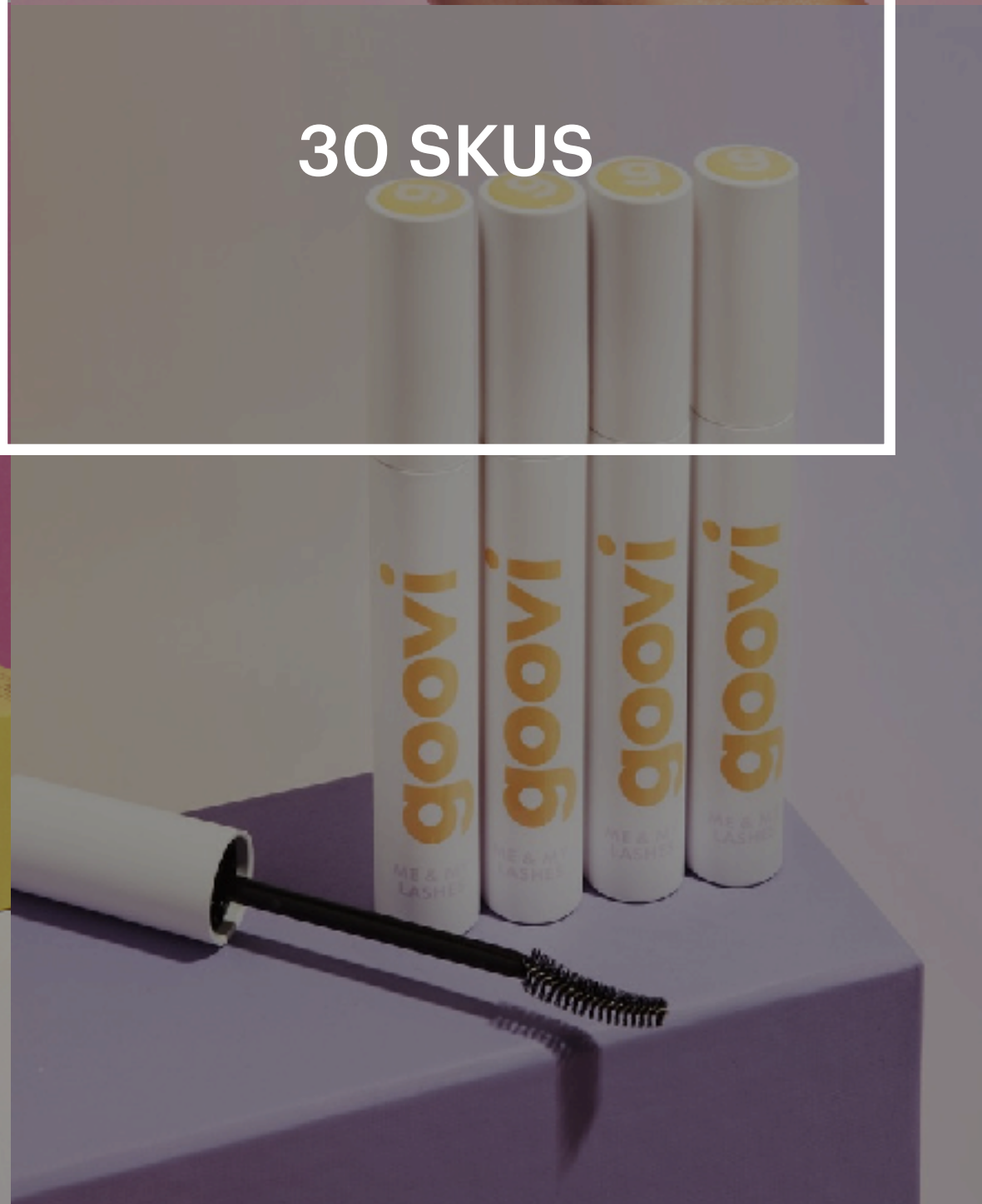
SUPPLEMENTS

26 SKUS



MAKE UP

30 SKUS



PERSONAL CARE

17 SKUS





Sai cosa sono
le linee di Langer?

goovi



+10%
lunghezza delle ciglia
dopo 10 passate

VEGAN

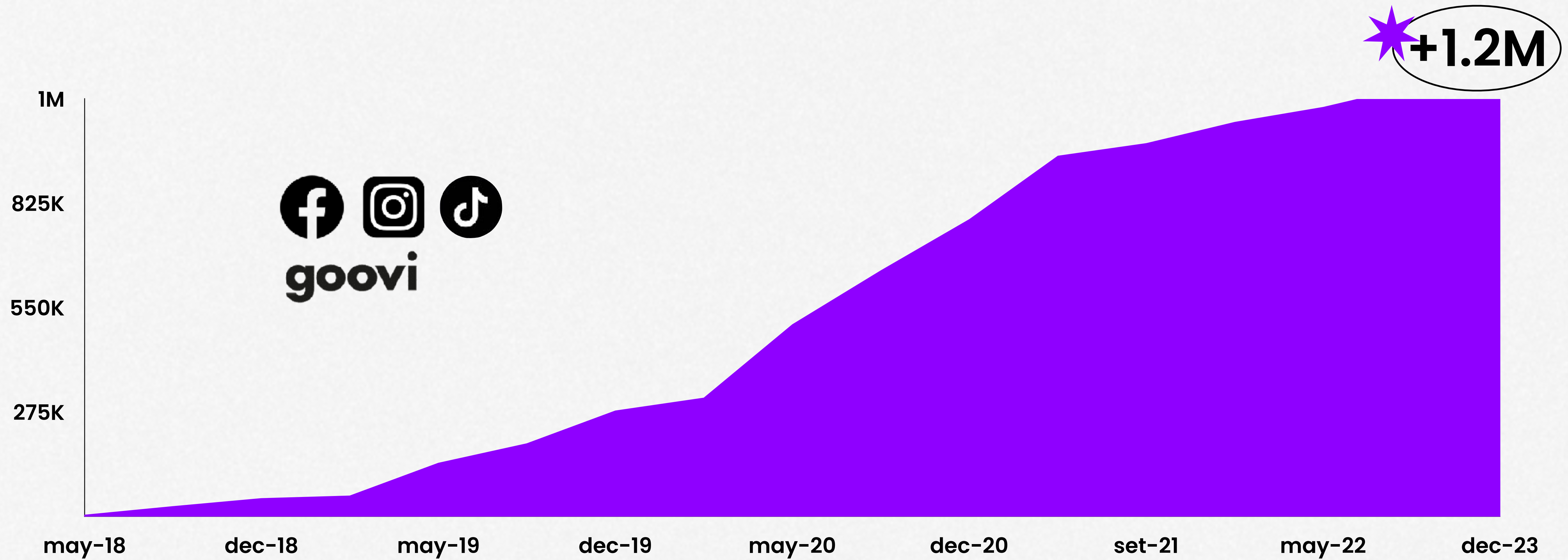


IL MIO RAPPORTO CON IL SOLE



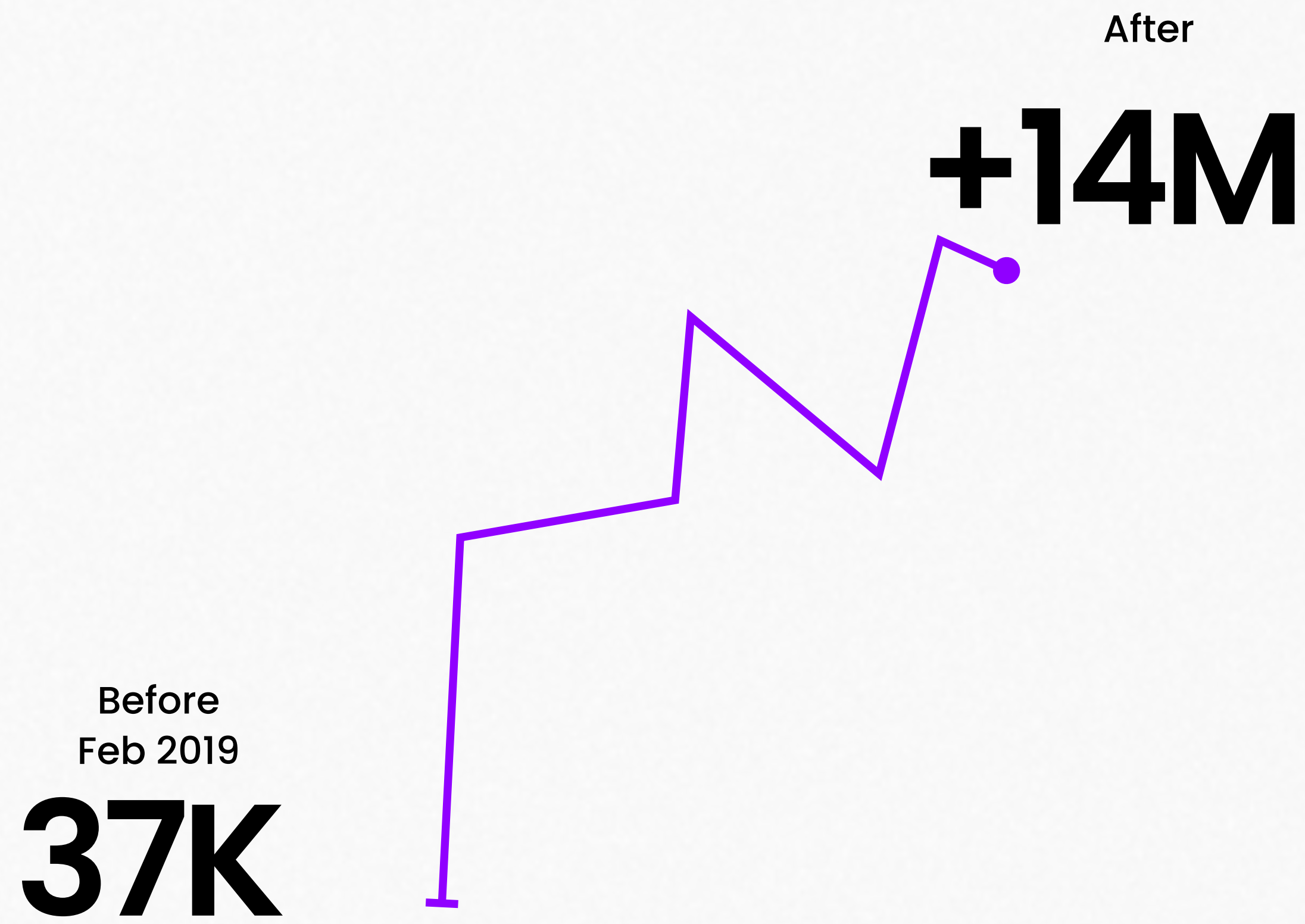
ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE • ENGAGE •

COMMUNITY

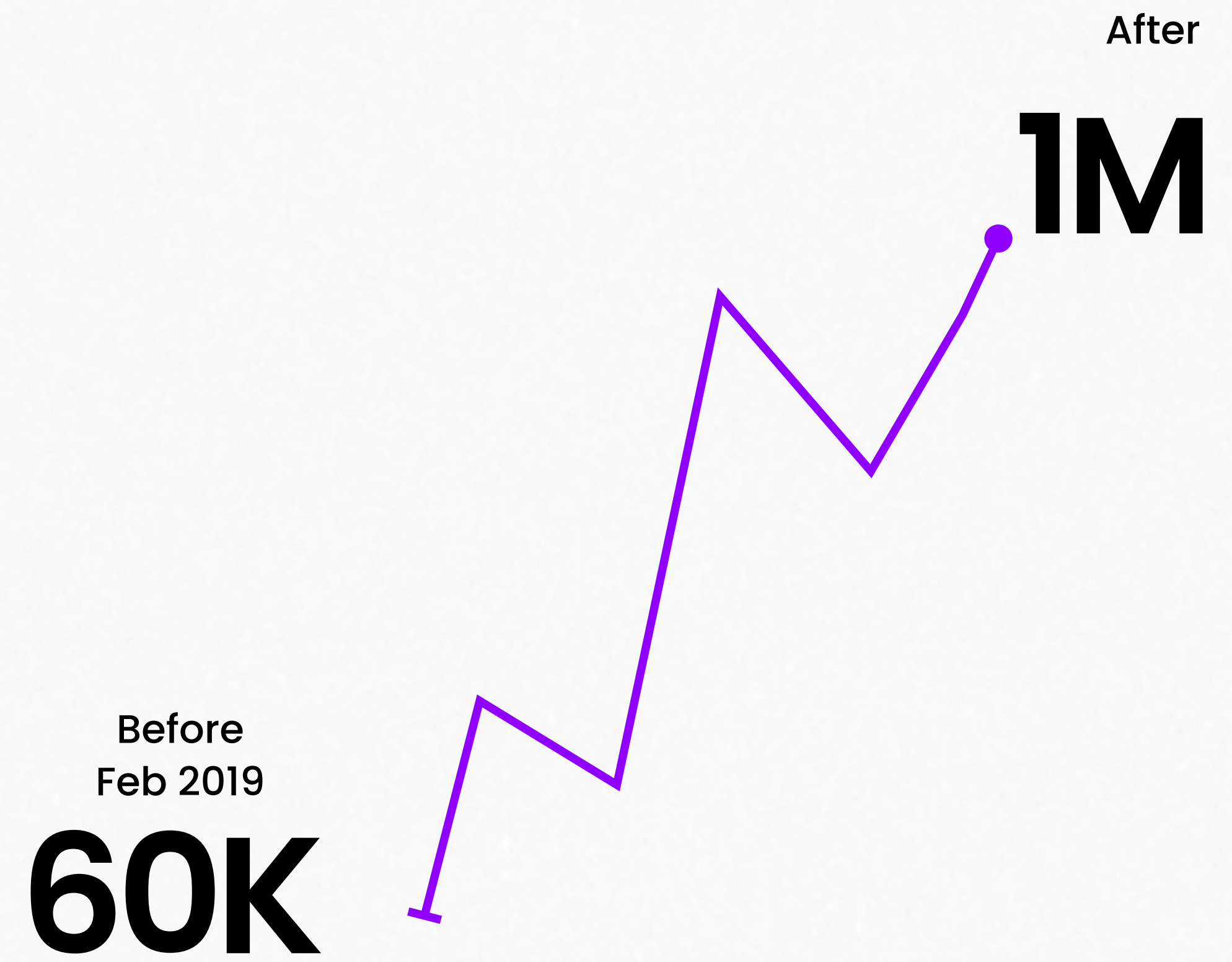




ENGAGEMENT



AVG MONTHLY REACH (FB+IG)



AVG MONTHLY INTERACTIONS (FB+IG)



01

DATA INFORMED CREATIVITY

02

RELEVANCE & CULTURE

03

CONVERSATIONS TURN INTO TRANSACTIONS

“

***Performance marketing doesn't
build brands as much as your
Sales rep shouldn't act as your
CMO.***

”
